



HOME SELLER GUIDE

Marketing and Pricing Strategy

John L. Scott
REAL ESTATE

Our History is Your Advantage

John L. Scott Real Estate was founded in downtown Seattle in 1931 and continues to be locally owned and operated. The company has grown throughout Washington, Oregon, Idaho, and Northern California.

Led by the grandson of founder John L. Scott, Chairman and CEO J. Lennox Scott is nationally recognized as one of the top 30 most influential leaders in the industry. He leads with the vision that **"our business is real estate, but our core value is Living Life as a Contribution®."**

Deeply rooted in the Northwest with strong local, national and global presence, John L. Scott Real Estate is consistently recognized as one of the most productive brands in the nation.



Over **90 years**
of innovation and success

About Me

With over 10 years of experience in real estate, my unwavering dedication to providing uncompromised commitment and care truly sets me apart. I am committed to delivering exceptional communication and steadfast service throughout the entire real estate process. The relationships I build with my clients extend far beyond the closing table.

I consider myself to be a relationship & communication specialist and I am deeply passionate about helping my clients achieve their goal. With a strong commitment to education, I continuously seek to expand my knowledge and skills to better serve my clients.



Justin Nelson

Managing Broker
ABR | RENE | Realtor

360-305-5401

justinnelson@johnlscott.com

justinnelson.johnlscott.com



“

I've worked with Justin to buy twice and sell once. He made the buying and selling experience easy to navigate. Justin's easygoing and friendly demeanor is a pleasure to work with. He really listened to my needs and wants during the buying process. His knowledge of Bellingham and all the different neighborhoods is an asset. I'll definitely turn to Justin when I'm ready to sell again.

- Ashley ★★★★★

“

Justin has helped my family and I buy and sell a few times over the years. He's incredibly knowledgeable, accessible, provides a thorough analysis of the market and perspective homes that his client's are interested in. Will absolutely return to him when I am in need of a realtor for my next buying opportunity.

- Tyler ★★★★★

“

Justin was awesome to work with, he has my highest of recommendation. Justin is very professional, helpful, and knowledgeable about all aspects of the home buying process from looking at properties together to assisting with the closing process. As a first time home buyer he made the experience as stress free as possible. I sincerely appreciate his efforts from finding the right home for me and getting it across the finish line.

- Derek ★★★★★

Meet Our Team

Transaction excellence is one of our core values, and with that, a strong team ensures nothing is missed and everything goes smoothly. Our support team is truly the best of the best. Their work strengthens and elevates my ability to help you get from where you are, to where you want to be.



Molly Chapman

Licensed Listing & Transaction Coordinator
360-671-9640 | mollychapman@johnlscott.com

- Social media marketing
- Auditing transaction upon mutual acceptance.
- Licensed to assist with signatures and addendums.
- Creates transaction introduction via email upon mutual acceptance.
- Reminders to stay on track.



Josie Ingels

Listing & Transaction Coordinator
360-671-9640 | josieingels@johnlscott.com

- Listing Launch marketing recaps.
- Social media marketing.
- Concierge services.
- Wrap-up closing reminders.



Darin Stenvers

Designated Broker
360-671-9640 | darinstenvers@johnlscott.com

- Transaction review.
- Contract support.
- Former NWMLS board member, 15+ years in management.

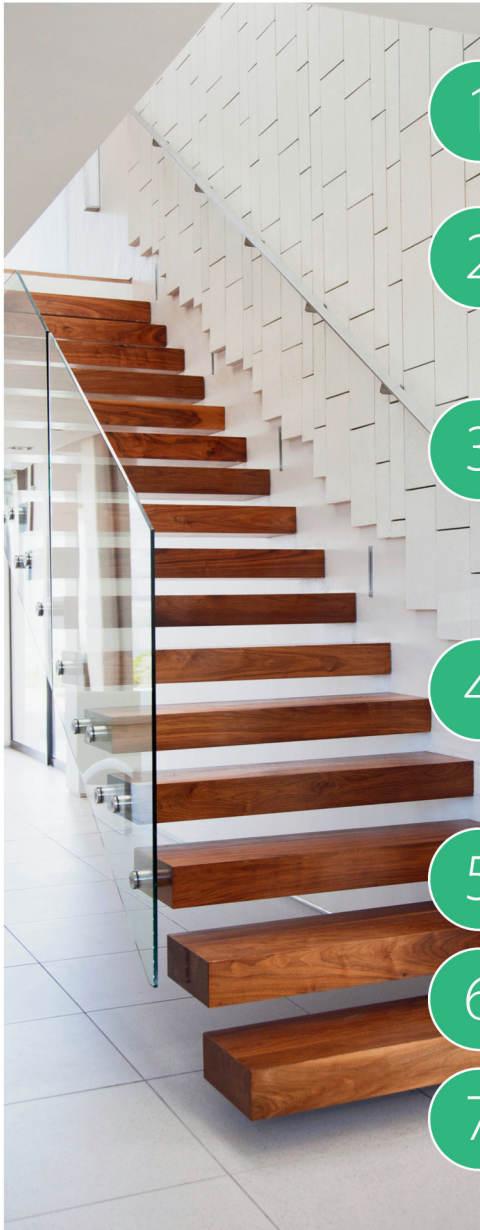


Paul Balzotti

Managing Broker & Owner
360-920-5901 | paulbalzotti@johnlscott.com

- Transaction support as managing broker.
- 21+ years in Real Estate, 5+ in management role.
- 2022 MSN Realtrends Emerging Leaders.

Steps to get Your Home Sold



1

Identify Your Priorities

2

Market Ready, Day One™

- Simplifying, Staging, and Cleaning
- Photography

3

Comprehensive Marketing Approach

- Digital Marketing Strategy
- Local and Global Reach
- Seller Listing Launch®

4

Pricing Your Home

- Intelligent Pricing
- Sales Activity Intensity™

5

Understanding the Transaction Process

6

A Successful Negotiation

7

From Start to Close: The Home Seller Journey

5 Step Marketing Plan



STEP 1

The Power of Professional Photography

We will take the time to help you determine what is needed for the necessary presentation, maintenance, or repair of your home. Your home's digital presence is the first exposure most buyers have to your home. Exceptional photos will showcase your home's best attributes and create an emotional connection that will attract buyers to your property.



STEP 2

Seller Listing Launch®, Engaging your Community - It's all about the backlog of buyers

Our exclusive, federally trademarked program is all about elevating the psychology of the backlog of buyers while reaching out to new buyers just entering their home search. It creates a buzz at launch that motivates buyers to take action.



STEP 3

Comprehensive Marketing Strategy - We market your home

Our exclusive marketing strategies will position your home to reach virtually every buyer. Our approach is designed to showcase your home to the largest audience in to leverage your position in the market and get you superior results.



STEP 4

Digital Marketing

Our award-winning website is the foundation for your home's online presence. Every listing is complete with a custom property web address, beautiful photo galleries, social media sharing, demographics and school data.



STEP 5

Online Presence, We're Local, We're Global

We get maximum exposure through 65 countries. In addition to the dynamic visibility on our own website, we have a strategy for market exposure so your home is syndicated to the top sites throughout the country, across the globe and all local and regional real estate companies. We reach virtually 100% of all potential buyers through our online exposure of your property.

Market Ready, Day One™

Showcasing your home in the best light to get the best price



Photo by: Clarity Northwest Photography

“

You never get a second chance
to make a first impression

- Will Rogers

The Little Details Matter

Making sure every aspect of your home is ready the moment it hits the market

- ☒ Landscaping
- ☒ Roof
- ☒ Paint
- ☒ Doors
- ☒ Windows
- ☒ HVAC System
- ☒ Home Appliances
- ☒ Lighting
- ☒ Flooring
- ☒ Kitchen
- ☒ Bathroom





Let's make your home
Market Ready, Day One™

POWERED
BY HouseAmp

Buyers make the best offers when a home is in pristine condition to outshine the competition, is priced correctly, and receives maximum exposure to the market. That's precisely why John L. Scott's exclusive Market Ready+™ program exists!

Simply put, this program makes it possible for you to make necessary enhancements to your property without the burden of paying upfront costs.

Improve with ease. Pay at close.

Simplify, Stage, and Clean

Reduce market time and maximize price

Being Market Ready, Day One™ is all about helping potential buyers visualize the property as their future home. Simplifying, staging, and cleaning are vital steps to maximizing your home's appeal and starting the process for an effective digital presence.



The Power of Professional Photography

95% of potential homebuyers will view your home online

Research shows that homes sell 32% faster when displaying professional photos. Our goal is to attract all potential homebuyers through photography, motivating them to take action and visit your home in person.



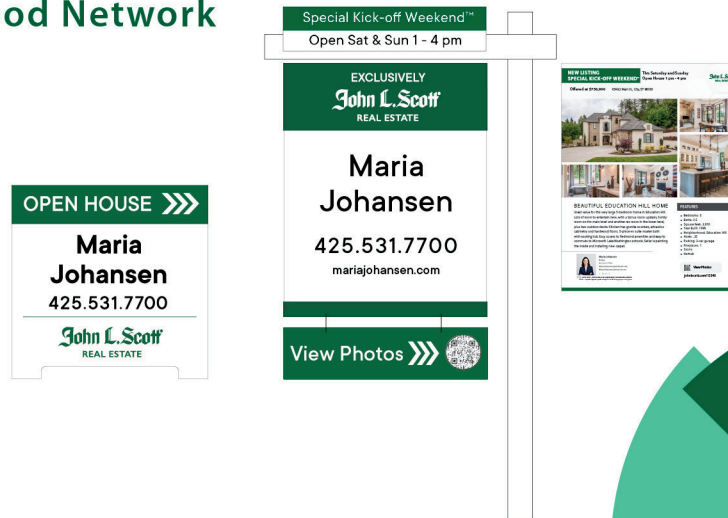
Photo by: Clarity Northwest Photography

Comprehensive Marketing Strategy

We reach virtually every buyer through robust syndication, networking, personal connections, community outreach, and online exposure

The 19%

Signage and Neighborhood Network



The 29%

Broker Introduced



OPEN HOUSES
AND
BROKERS OPEN



BROKER
TO BROKER
NETWORKING



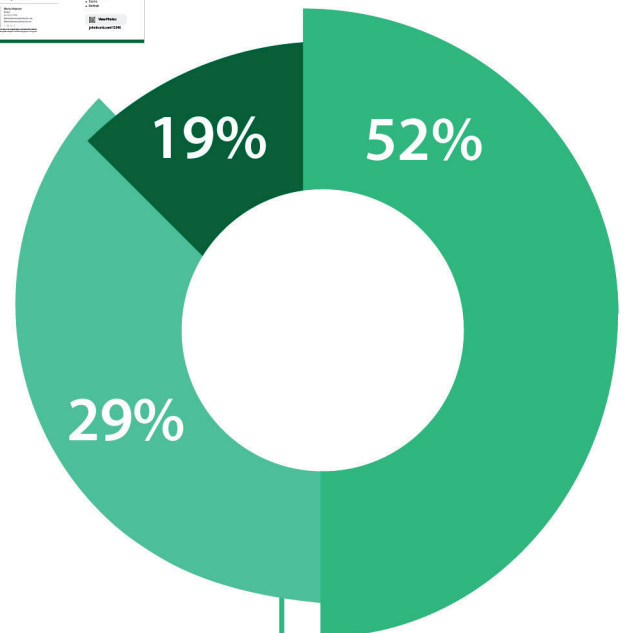
SELLER LISTING LAUNCH®
POSTCARDS, FLYERS,
NEIGHBORHOOD INVITES



BROKER FILTER
SEARCHES
AND SELECTIONS



BROKER WEBSITE
AND
SOCIAL MEDIA



Where buyers first found
the home they purchased*

*National Association of Realtors®
Data fluctuates, averages included

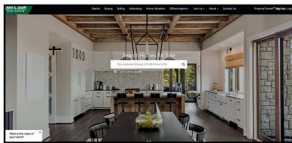
Maximizing Your Online Presence

Our approach is designed to showcase your home to the largest audience to leverage your position in the market and get you superior results

The 52%

The MLS and Syndication

THE JOHN L. SCOTT ADVANTAGE



JOHN L. SCOTT PLATFORM
(johnlscott.com, PropertyTracker®,
listing details page)



JOHN L. SCOTT NETWORK
(3000+ Broker Associates)

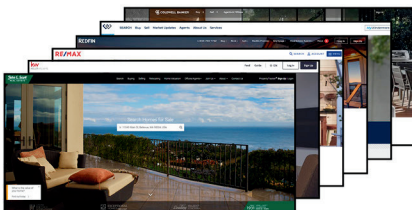


HOME
SEARCH APP

GLOBAL PARTNERS



ALL REAL ESTATE WEBSITES



NATIONAL PORTALS



SOCIAL MEDIA

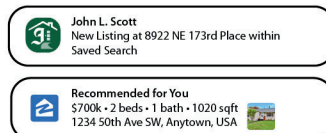
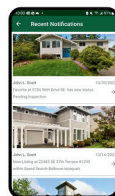
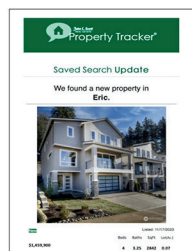


POSTS



REELS/STORIES

NOTIFICATIONS AND PROPERTY ALERTS



BOOST ADS

Keeping You Informed

1 2 3 Main Street

Marketing
RECAP



TIME ON MARKET

7 DAYS



JLS WEB VIEWS

375



ZILLOW

1,023 Views
63 Saves



INSTAGRAM

28 Likes
2 Comments
3 Shares
275 Reached

(The number of accounts that saw your post at least once.)



FACEBOOK

5,913 Reached

(The number of accounts that saw your post at least once.)

7,485 Post Engagement

(The number of reactions, comments, shares and clicks on your post.)

17 Reactions

(The number of reactions on your post: Like, Love, Haha, Wow, Sad or Angry.)

0 Comments

(The number of comments on your post.)

3 Shares

(The number of shares of your post.)

40 Link Clicks

(The number of clicks on links within posts that led to destinations or experiences, on or off Facebook.)

Local Reach: An Experienced Network

Experience is the backbone of our business with over 90 years of real estate transactions. At John L. Scott, our innovative initiatives and tools maximize the power of our local, regional, and national presence to better serve our clients.

Over 3,000

● Broker Associates



Residential
Condominium
New Construction
Land

**Recognized as one of the Top
Real Estate Brands in the Nation**

● John L. Scott
brokers are
some of the
top-producing
brokers in
the industry



T3 Sixty

100+

● Offices

Washington
Oregon
Idaho
California



Over 30,000*

● Yearly
transactions



*Average over 10 years

Global Reach: Leading Real Estate Companies of the World®

We're Local, We're Global. We are a founding member of LeadingRE network, which is comprised of 550 companies representing over 70 countries and over 1 million transactions each year. We network and share all John L. Scott listings across the entire footprint to maximize exposure of your home.

U.S. HOME SALES VOLUME AMONG THE TOP 500 U.S. REAL ESTATE FIRMS

2022 NETWORKS, FRANCHISES AND COMPANIES

LEADINGRE +
JOHN L. SCOTT REAL ESTATE

John L. Scott *Leading* REAL ESTATE COMPANIES OF THE WORLD®
\$353

KELLER WILLIAMS

\$312

COLDWELL BANKER

\$233

COMPASS

\$228

SOTHEBY'S
INTERNATIONAL
REALTY

\$124

BERKSHIRE HATHAWAY
HOMESERVICES

\$120

RE/MAX

\$97

CENTURY 21

\$32

HOMESMART
INTERNATIONAL

\$30

CORCORAN

\$24

UNITED REAL ESTATE

\$21

VOLUME SHOWN IN BILLIONS OF DOLLARS

over
1 M
transactions

550
companies

4,900
offices

70+
countries

138,000
sales associates



Motivating Buyers to Take Action

Seller Listing Launch® is our exclusive, federally trademarked program. John L. Scott understands how to market specifically to the *backlog of buyers** while connecting with new buyers just beginning their home search. Paired with Market Ready, Day One™, Seller Listing Launch® immediately motivates buyers to take action.



***Backlog of buyers:**

The pool of buyers who are currently in the market searching for a home but have not yet purchased. These buyers are active in today's market.

Seller Listing Launch[®]

The highest chance of selling your home at the best price is within the first 30 days on the market. That's why the launch is so important. We reach all potential buyers in the marketplace by generating momentum with the current backlog of buyers and attracting new buyers just beginning their home search.

**NEW LISTING
SPECIAL KICK-OFF WEEKEND** This Saturday and Sunday
Open House 1 pm - 4 pm

Offered at \$750,000 65432 Main St., City, ST 98000



BEAUTIFUL EDUCATION HILL HOME
Great value for this very large 5 bedroom home in Education Hill. Lots of room to entertain here, with a bonus room upstairs, family room on the main level and another rec room in the lower level, plus two outdoor decks. Kitchen has granite counters, attractive cabinetry and hardwood floors. 5 piece en suite master bath with soaking tub. Easy access to Redmond amenities and easy to commute to Microsoft. Low Washington schools. Seller is painting the inside and installing new carpet.

FEATURES

- Bedrooms: 5
- Baths: 3.5
- Square Feet: 3,910
- Year Built: 1998
- Neighborhood: Education Hill
- Acres: .32
- Parking: 3 car garage
- Fireplaces: 1
- Extras:
- Photos

View Photos
www.johnlscott.com/12345

Maria Johansen
Broker
425.531.7700
maria.johansen@johnlscott.com
mariajohansenjohnlscott.com
S, D, W, R

**NEW LISTING
SPECIAL KICK-OFF WEEKEND**

**YOU'RE INVITED!
EARLY ENTRY FOR NEIGHBORS**
SATURDAY 12 pm - 1 pm



OPEN HOUSE \$750,000

WEDNESDAY Saturday, March 20, 2022 | 1 pm - 4 pm
SUNDAY Sunday, March 21, 2022 | 1 pm - 4 pm
WHERE 65432 Main St.
City, ST 98000

VIEW PHOTOS www.johnlscott.com/12345

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S, D, W, R

NEW LISTING \$750,000
Special Kick-off Weekend! Call for private showing
65432 Main St., City, ST 98000



**John L. Scott
REAL ESTATE**

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S, D, W, R

SPECIAL KICK-OFF WEEKEND™

Open Sat-Sun 1 pm to 4 pm

OPEN HOUSE

**Maria
Johansen**

425.531.7700

**John L. Scott®
REAL ESTATE**

Home Pricing Strategies

The first 30 days after you list your home gives you a “seller negotiation advantage” with the backlog of buyers. Strategic pricing will help you attract the largest pool of prospective buyers. Many factors contribute to pricing your home:

- Condition
- Location
- Price Range
- Seasonality
- Sales Activity Intensity™
- New Listing Inventory
- Months of Unsold Inventory
- Sales Price to List Price Ratios

HOW DOES THE MARKET AFFECT YOU?

BUYERS MARKET

Selective Buyer Activity Intensity™

- More than 5 months of inventory
- More homes available for sale

As a seller, that means....

- Increase in listing competition
- Dispersed buyer energy
- Flat or softening of home prices

HEALTHY MARKET

Healthy Sales Activity Intensity™

- 3 - 4 months of inventory is considered a healthy market

As a seller, that means....

- Healthy supply of homes for sale
- Healthy buyer demand

SELLERS MARKET

High Sales Activity Intensity™

- 2 months or less of inventory
- Low or shortage supply of unsold inventory

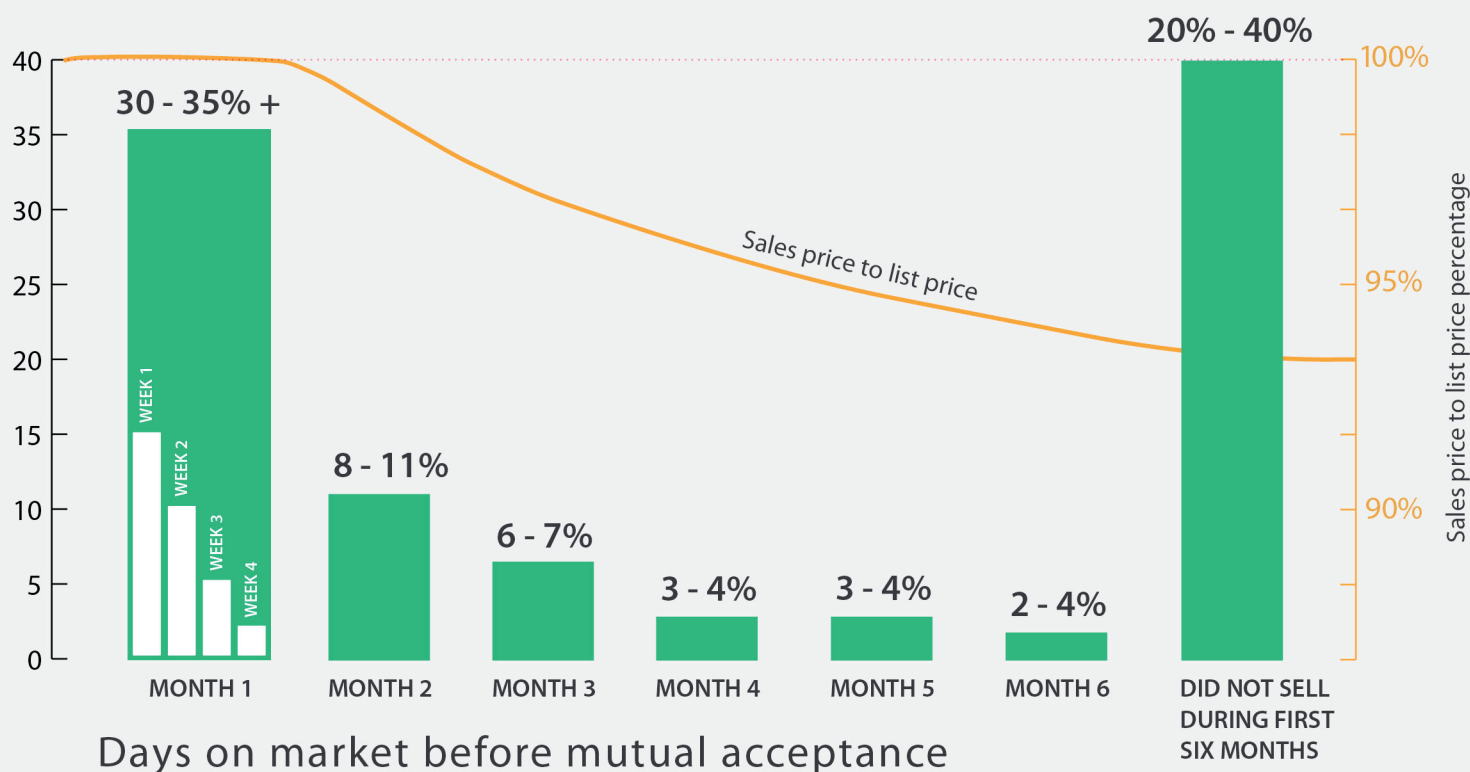
As a seller, that means....

- Decrease in listing competition
- Increase of multiple offers
- Upper pressure of home prices

Sales Activity Intensity™

John L. Scott's exclusive Sales Activity Intensity™ reporting tracks and analyzes buyer sales activity to help us strategically price your home.

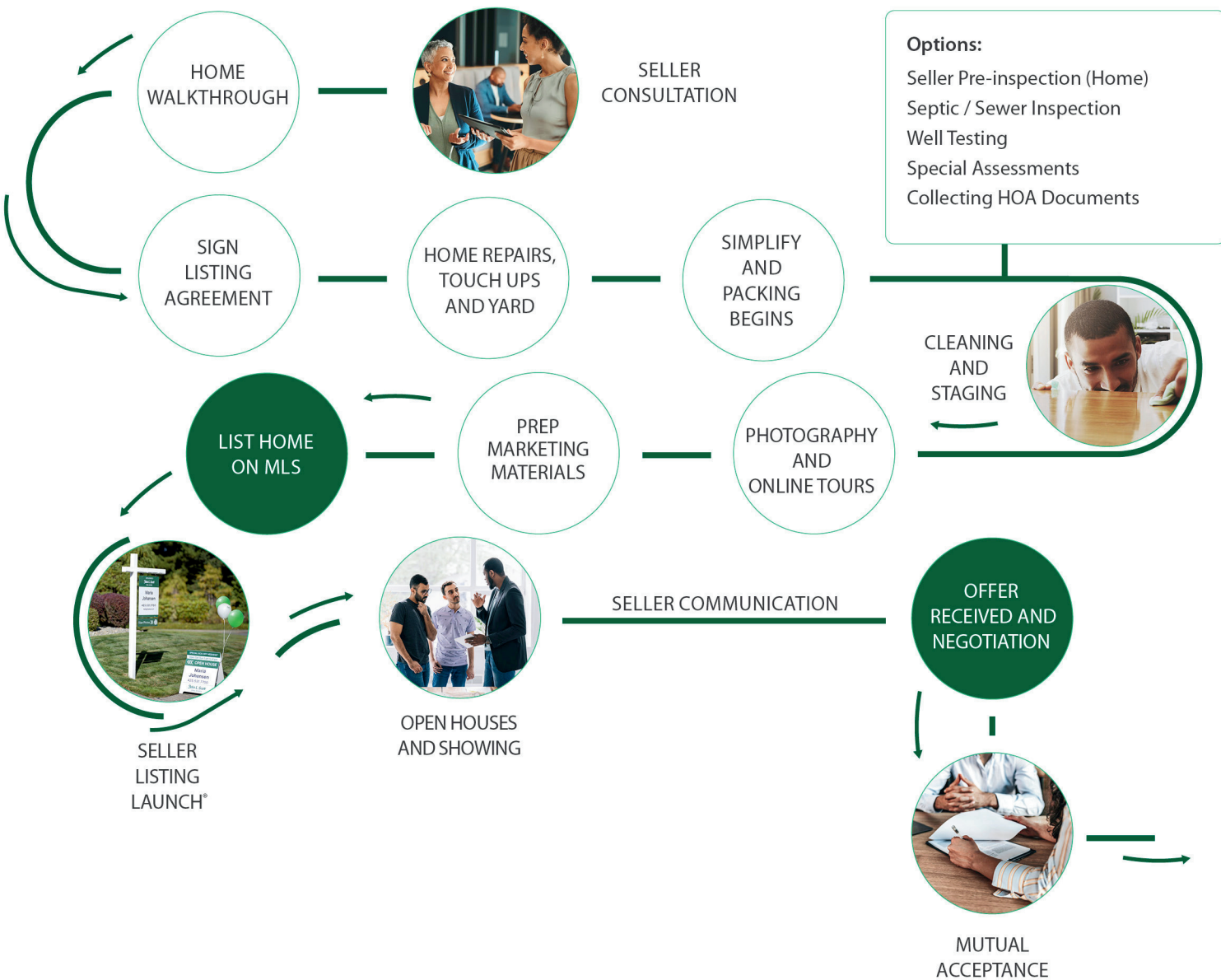
Percentage of NEW listings
in a **healthy market** that go under contract each month



John L. Scott and MLS data is (+/-) based on existing home sales.

The Home Selling Journey

From Start to Mutual Acceptance



The Home Selling Journey

From Mutual Acceptance to Closing



SUPPORTING OUR COMMUNITY

Helping Kids Get Healthy and Be at Home

LAST YEAR

THE JOHN L. SCOTT
FOUNDATION
HELPED SPONSOR

30 FOR **17**
EVENTS HOSPITALS

WHICH HELPED RAISE NEARLY

\$20 MILLION

FOR CHILDREN'S HEALTHCARE



3,500 MEALS SERVED AT
RONALD MCDONALD HOUSES

Living Life as a Contribution® is our core value at John L. Scott

John L. Scott
FOUNDATION

johnlscottfoundation.org

Thank You

I want to thank you for taking the time to explore this guide and learn more about my selling process and strategies that can make all the difference in your success.

My commitment is to help you reach your goals with confidence and clarity, being your trusted real estate advisor not just for this sale, but for years to come.

Justin



John L. Scott | BELLINGHAM